

**CONTRACT**

**WISH**  
**1950 N. Meridian St.**  
**Indianapolis, IN 46202**  
**(317) 923-8888**

And:

**Media Strategies & Research**  
**1580 Lincoln Street**  
**Suite 510**  
**Denver, CO 80203**  
**USA**

<u>Contract / Revision</u> 218629 /		<u>Alt Order #</u>
<u>Product</u> <b>Gregg for Governor 2012</b>		
<u>Contract Dates</u> <b>10/31/12 - 11/06/12</b>		<u>Estimate #</u> <b>13006</b>
<u>Advertiser</u> <b>POL/Gregg For Indiana (D)</b>		<u>Original Date / Revision</u> 10/30/12 / 10/30/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> <b>WISH</b>	<u>Account Executive</u> David Copple	<u>Sales Office</u> Indy Local Sales
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u> IN2114/IN2116/SP175:		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WISH	10/31/12	11/06/12	Daybreak @ 5am	5-530a		:30				NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/29/12	11/04/12	--W----				1	\$150.00	0.00			
	Week:	11/05/12	11/11/12	-T-----				1	\$150.00	0.00			
N 2	WISH	11/01/12	11/05/12	Daybreak @530am	530-6a		:30				NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/29/12	11/04/12	---T---				1	\$250.00	0.00			
	Week:	11/05/12	11/11/12	M-----				1	\$250.00	0.00			
N 3	WISH	11/02/12	11/02/12	Daybreak @ 6	558-7a		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/29/12	11/04/12	----F--				1	\$450.00	0.00			
N 4	WISH	10/31/12	11/06/12	CBS This Morning @7a	7-8a		:30				NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/29/12	11/04/12	--WTF--				3	\$350.00	0.00			
	Week:	11/05/12	11/11/12	MT-----				2	\$350.00	0.00			
N 5	WISH	11/01/12	11/01/12	CBS This Morning @8	8-9a		:30				NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/29/12	11/04/12	---T---				1	\$75.00	0.00			
N 9	WISH	11/02/12	11/05/12	Price Is Right	1058-12p		:30				NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/29/12	11/04/12	----F--				1	\$450.00	0.00			
	Week:	11/05/12	11/11/12	M-----				1	\$450.00	0.00			
N 10	WISH	11/05/12	11/05/12	Rachael Ray	258-4p		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----				1	\$150.00	0.00			
D 11	WISH	11/01/12	11/05/12	Anderson Cooper	357-5p		:30				NM	0	\$0.00
D 13	WISH	10/29/12	11/05/12	News 8 @5p	5-530p		:30				NM	0	\$0.00
N 14	WISH	11/02/12	11/02/12	News 8 @ 530p	530-6p		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/29/12	11/04/12	----F--				1	\$900.00	0.00			
N 15	WISH	11/05/12	11/05/12	News 8 @ 530p	530-6p		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----				1	\$600.00	0.00			
N 17	WISH	10/31/12	10/31/12	Inside Edition	658-730p		:30				NM	1	\$500.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



**WISH**  
**1950 N. Meridian St.**  
**Indianapolis, IN 46202**  
**(317) 923-8888**

<u>Contract / Revision</u> 218629 /		<u>Alt Order #</u>
<u>Contract Dates</u> 10/31/12 - 11/06/12	<u>Product</u> Gregg for Governor 2012	<u>Estimate #</u> 13006
<u>Advertiser</u> POL/Gregg For Indiana (I		<u>Original Date / Revision</u> 10/30/12 / 10/30/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----				1	\$500.00	0.00			
N 18	WISH	10/31/12	10/31/12	Wednesday 10-11p	958-11p		:30				NM	1	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----				1	\$2,600.00	0.00			
N 19	WISH	11/01/12	11/01/12	Thursday 10-11p	958-11p		:30				NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---				1	\$3,500.00	0.00			
N 20	WISH	10/31/12	11/05/12	News 8 @ 11 M-F	11-1135p		:30				NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	--WTF--				3	\$900.00	0.00			
Week:		11/05/12	11/11/12	M-----				1	\$900.00	0.00			
N 21	WISH	11/03/12	11/03/12	News 8 @11 Saturday	11-1135p		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$450.00	0.00			
N 22	WISH	11/04/12	11/04/12	News 8 @ 11 Sunday	11-1130p		:30				NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S				1	\$650.00	0.00			
N 23	WISH	11/01/12	11/01/12	David Letterman	1135p-1237a		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---				1	\$350.00	0.00			
D 24	WISH	11/06/12	11/06/12	Indy Style	858-10a		:30				NM	0	\$0.00
D 25	WISH	10/31/12	10/31/12	Soap Rotator	1227-2p		:30				NM	0	\$0.00
D 26	WISH	11/04/12	11/04/12	Sunday 10-11p	958-11p		:30				NM	0	\$0.00
D 27	WISH	10/29/12	11/02/12	Indy Style	858-10a		:30				NM	0	\$0.00
N 28	WISH	11/04/12	11/04/12	CBS Sunday Morning	858-1030a		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S				1	\$900.00	0.00			
N 29	WISH	10/31/12	11/05/12	Anderson Cooper	357-5p		:30				NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	--W-F--				2	\$300.00	0.00			
Week:		11/05/12	11/11/12	M-----				1	\$300.00	0.00			
N 30	WISH	10/31/12	11/05/12	News 8 @6	558-630p		:30				NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	--WTF--				3	\$600.00	0.00			
Week:		11/05/12	11/11/12	M-----				1	\$600.00	0.00			
N 31	WISH	11/04/12	11/04/12	Daybreak Sunday	558-9a		:30				NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S				1	\$75.00	0.00			
Totals										0.00		35	\$21,550.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/06/12	35	\$21,550.00	\$18,317.50
<b>Totals</b>	35	\$21,550.00	\$18,317.50

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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# Station Order Revised Add to Schedule Gregg for Governor 2012

**Market:** Indianapolis

**Flight Dates:** Wednesday, October 31, 2012 to Tuesday, November 06, 2012

Estimate ID

13006

**Contact:** Brent Denny

**Phone:** 317-923-8888

**Email:** Brent.Denny@WISHTV.com

**Fax:** 317-926-1144

**Direct:** 317-704-8731

**WISH-TV**

*218626*

Program Name	Days		Gross Rate	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Total
	DP	Length		Oct 31	Nov 01	Nov 02	Nov 03	Nov 04	Nov 05	Nov 06	
WISH 5a News	EM	M-F	\$150.00	1						1	2
5:00 AM 5:30 AM		30	\$300.00								
Sold out at LUR per WISH. Move to S4 to clear.											
WISH 5:30a News	EM	M-F	\$250.00		1				1		2
5:30 AM 6:00 AM		30	\$500.00								
Sold out at LUR per WISH. Move to S4 to clear.											
WISH 6a News	EM	M-F	\$450.00			1					1
6:00 AM 7:00 AM		30	\$450.00								
Sold out at LUR per WISH. Move to S3 to clear.											
CBS This Morning	EM	M-F	\$350.00	1	1	1			1	1	5
7:00 AM 8:00 AM		30	\$1,750.00								
Sold out at LUR per WISH. Move to S3 to clear.											
CBS This Morning	EM	M-F	\$75.00		1						1
8:00 AM 9:00 AM		30	\$75.00								
Sold out at LUR per WISH. Move to S4 to clear.											
Sunday 6a News	EM	Su	\$75.00					1			1
6:00 AM 9:00 AM		30	\$75.00								
CBS Sunday Morn	EM	Su	\$900.00					1			1
9:00 AM 10:30 AM		30	\$900.00								
Sold out at LUR per WISH. Move to S2 to clear.											
Price is Right	DT	M-F	\$450.00			1			1		2
11:00 AM 12:00 PM		30	\$900.00								
Sold out at LUR per WISH. Move to S2 to clear.											
Rachael Ray	EF	M-F	\$150.00						1		1
3:00 PM 4:00 PM		30	\$150.00								
Sold out at LUR per WISH. Move to S4 to clear.											
Anderson Cooper	EF	M-F	\$300.00	1		1			1		3
4:00 PM 5:00 PM		30	\$900.00								
Sold out at LUR per WISH. Move to S3 to clear.											
WISH 5:30p News	EN	M-F	\$900.00			1					1
5:30 PM 6:00 PM		30	\$900.00								
Sold out at LUR per WISH. Move to S2 to clear.											
WISH 5:30p News	EN	M-F	\$600.00						1		1
5:30 PM 6:00 PM		30	\$600.00								
Sold out at LUR per WISH. Move to S3 to clear.											

Suzanne Collins

**Media Strategies and Research**

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 10/30/2012 9:41:29 AM

WISH-TV

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suzannel@mediastategies.com



# Station Order Revised Add to Schedule Gregg for Governor 2012

**Market:** Indianapolis

Estimate ID

**Flight Dates:** Wednesday, October 31, 2012 to Tuesday, November 06, 2012

13006

**Contact:** Brent Denny

**Phone:** 317-923-8888

**Email:** Brent.Denny@WISHTV.com

**Fax:** 317-926-1144

**Direct:** 317-704-8731

## WISH-TV

Program Name	DP	Days Length	Gross Rate	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Total
				Oct 31	Nov 01	Nov 02	Nov 03	Nov 04	Nov 05	Nov 06	
WISH 6p News	EN	M-F 30	\$600.00	✓ 1	1	1			1		4
6:00 PM 6:30 PM		30	\$2,400.00								
Sold out at LUR per WISH. Move to S3 to clear.											
Inside Edition	PA	M-F 30	\$500.00	✓ 1							1
7:00 PM 7:30 PM		30	\$500.00								
Sold out at LUR per WISH. Move to S3 to clear.											
CSI	PT	W 30	\$2,600.00	✓ 1							1
10:00 PM 11:00 PM		30	\$2,600.00								
Sold out at LUR per WISH. Move to S2 to clear.											
Elementary	PT	Th 30	\$3,500.00		1						1
10:00 PM 11:00 PM		30	\$3,500.00								
Sold out at LUR per WISH. Move to S2 to clear.											
WISH 11p News	LN	M-F 30	\$900.00	✓ 1	1	1			1		4
11:00 PM 11:34 PM		30	\$3,600.00								
Sold out at LUR per WISH. Move to S3 to clear.											
Saturday 11p News	LN	Sa 30	\$450.00				1				1
11:00 PM 11:34 PM		30	\$450.00								
Sold out at LUR per WISH. Move to S4 to clear.											
Sunday 11p News	LN	Su 30	\$650.00					1			1
11:00 PM 11:34 PM		30	\$650.00								
Sold out at LUR per WISH. Move to S4 to clear.											
Letterman	LF	M-F 30	\$350.00		1						1
11:35 PM 12:37 AM		30	\$350.00								
Sold out at LUR per WISH. Move to S4 to clear.											
<b>Station Gross Totals</b>			<b>\$21,550.00</b>	<b>7</b>	<b>7</b>	<b>7</b>	<b>1</b>	<b>3</b>	<b>8</b>	<b>2</b>	<b>35</b>

Suzanne Collins

**Media Strategies and Research**

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 10/30/2012 9:41:29 AM

WISH-TV

Page 2 of 2

suzannel@mediastراتيجies.com

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE**

☒ **STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b> WISH-TV      Indianapolis	<b>Date:</b> 10/30/2012
---	----------------------------

I, Media Strategies and Research,  
 being/on behalf of: John Gregg, a legally  
 qualified candidate of the Democratic political  
 party for the office of: Governor  
 in the General  
 election to be held on: Tuesday, November 06, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
SEE ATTACHED SCHEDULE					
Date of First Broadcast:			Date of Last Broadcast:		
Wednesday, October 31, 2012			Tuesday, November 06, 2012		

**Total Charges: \$21,550.00**

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Gregg for Indiana

and you are authorized to announce the time as paid for by such person or entity.  
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Mike Claytor

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

Tuesday, October 30, 2012

Date



Signature

***To Be Signed By Station Representative***

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

# Order #218629: Media Stra../POL/Gregg ../Gregg for ../13006



Spot	Schedule	Station	Air Date	Day	Time	Air Time	Alt ID	Internal Rate
[1]	WISH	Placed	10/31/12	W	658-730p	7:14 PM	JG1212H	\$500.00
[1]	WISH	Placed	10/31/12	W	958-11p	10:31 PM	JG1512H	\$2,600.00
[1]	WISH	Placed	10/31/12	W	5-530a	5:07 AM	JG1512H	\$150.00
[1]	WISH	Placed	10/31/12	W	357-5p	4:21 PM	JG1512H	\$300.00
[1]	WISH	Placed	10/31/12	W	558-630p	6:19 PM	JG1512H	\$600.00
[1]	WISH	Placed	10/31/12	W	11-1135p	11:06 PM	JG1512H	\$900.00
[1]	WISH	Placed	10/31/12	W	7-8a	7:49 AM	JG1212H	\$350.00
[1]	WISH	Placed	11/01/12	Th	958-11p	10:15 PM		\$3,500.00
[1]	WISH	Displaced	11/01/12	Th	8-9a			\$75.00
[1]	WISH	Displaced	11/01/12	Th	7-8a			\$350.00
[1]	WISH	Placed	11/01/12	Th	11-1135p	11:24 PM		\$900.00
[1]	WISH	Placed	11/01/12	Th	530-6a	5:44 AM		\$250.00
[1]	WISH	Displaced	11/01/12	Th	558-630p			\$600.00
[1]	WISH	Displaced	11/01/12	Th	1135p-123			\$350.00
[1]	WISH	Displaced	11/02/12	F	530-6p			\$900.00
[1]	WISH	Placed	11/02/12	F	558-630p	6:28 PM		\$600.00
[1]	WISH	Displaced	11/02/12	F	11-1135p			\$900.00
[1]	WISH	Displaced	11/02/12	F	558-7a			\$450.00
[1]	WISH	Displaced	11/02/12	F	357-5p			\$300.00
[1]	WISH	Displaced	11/02/12	F	1058-12p			\$450.00
[1]	WISH	Displaced	11/02/12	F	7-8a			\$350.00
[1]	WISH	Placed	11/03/12	Sa	11-1135p	11:33 PM		\$450.00
[1]	WISH	Placed	11/04/12	Su	558-9a	7:22 AM		\$75.00
[1]	WISH	Displaced	11/04/12	Su	858-1030a			\$900.00
[1]	WISH	Displaced	11/04/12	Su	11-1130p			\$650.00
[1]	WISH	Displaced	11/05/12	M	11-1135p			\$900.00
[1]	WISH	Displaced	11/05/12	M	7-8a			\$350.00
[1]	WISH	Displaced	11/05/12	M	530-6p			\$600.00
[1]	WISH	Displaced	11/05/12	M	357-5p			\$300.00
[1]	WISH	Displaced	11/05/12	M	530-6a			\$250.00
[1]	WISH	Displaced	11/05/12	M	558-630p			\$600.00
[1]	WISH	Displaced	11/05/12	M	258-4p			\$150.00
[1]	WISH	Displaced	11/05/12	M	1058-12p			\$450.00
[1]	WISH	Placed	11/06/12	Tu	5-530a	5:19 AM		\$150.00
[1]	WISH	Displaced	11/06/12	Tu	7-8a			\$350.00
								\$21,550.00

[Sorted by: Air Date]